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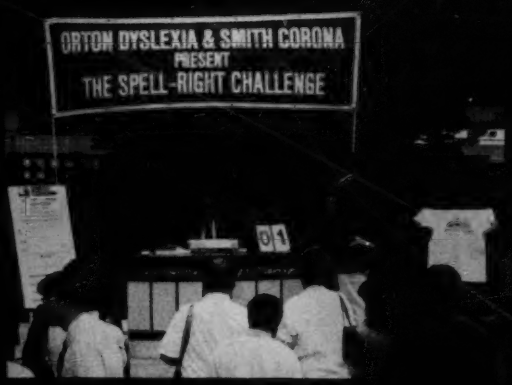
Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing



Selling the Home Office: Winning Merchandising Ideas

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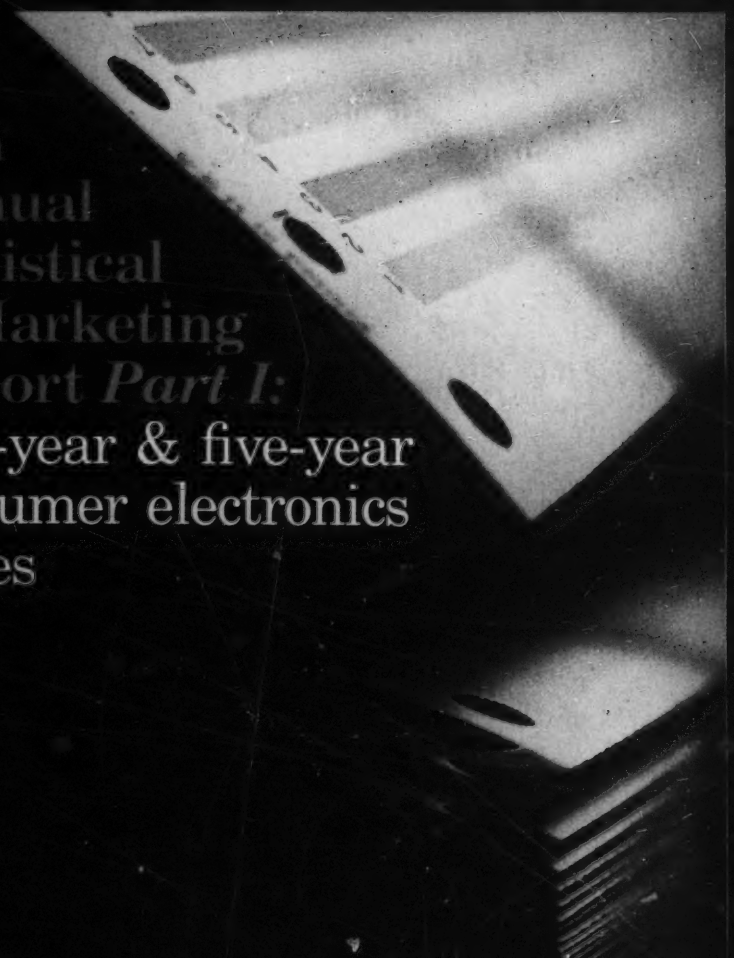

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STATISTICAL & MARKETING REPORT

THE DEALERSCOPE MERCHANDISING 65th Annual Statistical and Marketing Report has been organized into data on consumer electronics and major appliance[s] plus a market profile. This first part of the report con[tains] five-year and one-year tables for consumer electron[ics]. Our April issue will carry the same information for major appliances.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1986.

In mailed questionnaires and telephone interviews, survey participants were asked to give their best estimates of the percent change in the number of units shipped industrywide for each line of merchandise. For this report, the change requested was for 1986 vs. 1985. Where a potential respondent disagreed with the 1985 estimate (published in DEALERSCOPE MERCHANDISING's March 1986 issue), the respondent was asked for a "corrected" 1985 figure. Respondents were advised that "shipments" as used in this study include products imported from foreign companies but exclude products exported by U.S. manufacturers.

The number of units shipped in a particular year, therefore, represents the shipments of products available for sale in the U.S.

Readers are cautioned that all information published in this 65th annual report is based on consensus rather than census. The questions asked of respondents referred to their opinions of industrywide changes rather than to individual company performances. The manufacturers were not asked for the annual changes in their own companys' shipments or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed percentage-wise, and what changes there were in the average retail prices for the product category on which they were reporting.

The editors are grateful to the many manufacturers and trade associations who provided their help.

CONSUMER ELECTRONICS

5 YEAR TABLES

Products	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)	1982 Number Shipped (000)	1982 Retail Value ($000)
AUDIO/HIFI										
Components, Total	**10,914**	**2,041,492**	**8,800**	**1,653,444**	**8,378**	**1,509,777**	**8,599**	**1,518,149**	**8,192**	**1,474,749**
Receivers	1,843	483,327	1,533	393,981	1,553	391,356	1,550	390,213	1,421	380,970
Amps and Pre-Amps	379		344		351		360		365	
Tuners	218	168,100	193	150,790	198	152,633	221	166,869	201	166,217
Turntables (Excluding OEM)	1,565	186,524	1,442	172,059	1,696	213,018	2,120	280,285	2,239	314,214
Speakers (Components Only)	3,789	534,637	3,345	473,786	3,302	464,922	3,237	452,144	2,970	418,206
Equalizers	228	27,666	185	22,187	188	22,960	186	23,179	160	19,840
Compact Disc Players	1,384	356,795	850	264,350	200	103,600	45	33,300	**	**
Tape Decks, Cassette	908	176,443	836	155,613	816	138,084	775	141,019	707	137,292
Tape Decks, Dual Cassette	600	108,000	*	*	*	*	*	*	*	*
Cartridges (Excluding OEM)	**2,795**	**86,421**	**3,047**	**94,000**	**3,585**	**114,003**	**3,774**	**122,466**	**3,629**	**117,543**
Headphones	**3,425**	**139,887**	**3,167**	**134,217**	**3,090**	**133,612**	**2,809**	**125,225**	**2,584**	**114,058**
Compact Systems, Total†	**2,484**	**420,612**	**2,112**	**432,802**	**1,933**	**413,754**	**1,912**	**438,993**	**1,808**	**503,632**
Cassette Tape Recorder	60	8,100	*	*	*	*	*	*	*	*
Dual Cassette	65	8,775	*	*	*	*	*	*	*	*
Cassette/Turntable	620	83,700	*	*	*	*	*	*	*	*
Dual Cassette/Turntable	1,118	150,930	*	*	*	*	*	*	*	*
Cassette/Turntable/Remote Control	298	40,230	*	*	*	*	*	*	*	*
Cassette/Turntable/CD	25	9,975	*	*	*	*	*	*	*	*
Cassette/Turntable/CD/Graphic Equalizer	298	118,902	*	*	*	*	*	*	*	*
Changer Bimode‡	**	**	83	8,116	104	10,430	102	10,768	160	16,891
Cassette Bimode	**	**	87	15,946	92	17,295	76	13,607	83	14,890
Cassette Trimode‡	**	**	1,739	361,242	1,512	330,614	1,500	354,585	1,337	341,684
Cassette Quadmode‡	**	**	203	47,498	225	55,415	234	60,033	228	58,377

* Category not broken out separately ** Category not reported † All units include stereo radio ‡ Includes changer †† Excludes personal headphone type

65TH ANNUAL STATISTICAL & MARKETING REPORT

Products	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)	1982 Number Shipped (000)	1982 Retail Value ($000)
AUDIO/HIFI *(Continued)*										
Personal Portable Stereos, Total	**8,369**	**421,842**	**6,972**	**	**7,156**	**	**6,253**	**	**5,652**	**
Cassette Only	3,644	85,024	3,289	**	3,575	**	3,250	**	2,910	**
Cassette and Radio	3,306	159,799	2,901	**	2,836	**	2,300	**	2,146	**
Radio Only	939	15,019	782	**	745	**	703	**	596	**
CD Only	280	77,000	**	**	**	**	**	**	**	**
CD/Radio	200	85,000	**	**	**	**	**	**	**	**
Portable Tape Equipment, Total	**30,635**	**1,448,994**	**27,626**	**1,333,390**	**27,109**	**1,319,770**	**28,422**	**1,420,606**	**27,346**	**1,442,316**
Cassette Recorders	12,450	412,468	12,544	416,712	12,800	436,096	16,000	605,600	15,817	642,328
Radio/Cassette Combinations	17,398	994,833	14,432	882,228	13,745	853,015	11,880	784,318	11,000	768,460
Microcassette Recorders	787	41,693	650	34,450	564	30,659	542	30,688	529	31,528
Racked Systems	**954**	**560,267**	**877**	**527,858**	**810**	**492,456**	**540**	**358,020**	**	**
Radios, Total ††	**29,896**	**845,494**	**27,528**	**808,136**	**27,391**	**822,651**	**28,188**	**863,298**	**26,518**	**819,094**
Table	754	25,718	718	24,764	728	27,897	762	30,739	768	31,296
Portable	19,004	437,662	17,435	401,528	17,132	409,797	18,225	449,429	17,161	419,072
Clock	10,138	382,114	9,375	381,844	9,531	384,957	9,201	383,130	8,589	368,726
MOBILE ELECTRONICS										
Autosound, Total	**21,625**	**2,021,504**	**21,763**	**1,986,670**	**21,299**	**1,936,467**	**19,935**	**1,792,801**	**18,729**	**1,627,868**
UD Cassette Player	466	30,158	554	37,617	615	45,492	694	58,733	692	57,644
UD Cassette/Radio Combo	303	23,710	371	31,194	426	39,797	519	59,197	556	70,073
ID Cassette/Radio Combo	3,989	813,724	4,030	788,711	3,932	754,433	3,641	675,624	3,328	572,849
Radios Only (Retrofit)	757	65,190	867	80,952	932	94,384	975	104,150	1,057	112,687
Car Speakers (In Pairs)	15,010	942,167	15,162	979,465	14,635	936,055	13,427	833,817	12,479	759,722
Equalizers	986	85,930	779	68,731	759	66,306	679	61,280	617	54,913
CD Player	55	26,125	**	**	**	**	**	**	**	**
CD Player/Radio Combo	60	34,500	**	**	**	**	**	**	**	**
Radar Detectors	**1,588**	**262,837**	**1,227**	**186,786**	**942**	**136,967**	**710**	**109,823**	**608**	**104,497**
CB Radios, Total	**1,884**	**146,459**	**1,729**	**134,592**	**1,637**	**125,834**	**1,592**	**124,861**	**1,498**	**122,032**
Base Stations	140	13,286	152	14,425	160	16,034	155	15,850	161	16,382
Mobile Units	1,744	133,173	1,577	120,167	1,477	109,800	1,437	109,011	1,337	105,650
Cellular Telephones	**265**	**422,675**	**	**	**85**	**161,500**	**	**	**	**
Auto Security Systems	**1,028**	**256,945**	**	**	**	**	**	**	**	**
HOME OFFICE										
Calculators, Total	**31,318**	**727,258**	**33,166**	**930,499**	**31,400**	**945,726**	**30,895**	**925,351**	**29,030**	**902,240**
Hand-Held	25,750	283,250	27,825	465,512	26,500	471,700	26,023	458,694	24,492	456,265
Desk-Top	5,568	444,008	5,341	464,987	4,900	474,026	4,872	466,657	4,538	445,975
Electronic Typewriters	**2,038**	**446,213**	**850**	**185,300**	**650**	**154,050**	**350**	**109,200**	**	**
Personal Computers	**3,075**	**2,982,750**	**4,025**	**	**5,000**	**	**4,500**	**	**1,950**	**
Monitors	**950**	**190,000**	**	**	**	**	**	**	**	**
Printers	**1,568**	**1,071,461**	**	**	**	**	**	**	**	**
Personal Copiers	**269**	**238,623**	**	**	**	**	**	**	**	**
Facsimile Machines	**181**	**583,725**	**	**	**	**	**	**	**	**
ELECTRONICS FURNITURE										
Electronics Furniture, Total	**6,857**	**1,036,503**	**6,260**	**929,612**	**5,920**	**829,524**	**5,168**	**668,009**	**4,628**	**556,868**
Audio Component Racks	1,014	160,212	975	154,440	959	150,400	887	139,108	820	125,485
Audio/Video Centers	241	95,753	201	83,636	173	69,351	149	56,885	145	54,705
Home Computer Tables	874	165,410	838	150,094	680	119,762	400	62,620	150	23,250
Microwave Oven Carts	951	147,890	839	120,992	766	109,048	651	88,263	611	80,223
Stereo Carts	77	4,734	80	4,906	98	5,889	119	7,627	132	8,525
Television Carts	2,767	245,516	2,505	231,637	2,551	233,544	2,332	205,682	2,172	182,411
TV/VCR/Videodisc Player Carts	826	213,110	730	180,617	574	137,215	460	99,604	331	68,912
Videogame Carts	107	3,878	92	3,350	119	4,315	170	8,220	267	13,357
VIDEO GAMES										
Video Game Hardware	**2,336**	**204,955**	**	**	**3,125**	**194,188**	**6,280**	**487,768**	**6,542**	**846,862**
Video Game Cartridges	**9,850**	**180,058**	**	**	**51,250**	**765,163**	**68,320**	**1,699,802**	**61,000**	**1,525,000**
SPECIALTY RADIOS										
Specialty Radios, Total	**8,154**	**476,989**	**8,166**	**	**8,279**	**	**8,107**	**	**8,498**	**
Multi-Band	6,129	226,962	6,191	**	6,402	**	6,258	**	6,594	**
Weather-Band	1,082	37,852	1,055	**	1,066	**	1,069	**	1,075	**
Scanners	943	212,175	920	**	811	**	780	**	829	**
SATELLITE EARTH STATIONS										
Complete TVRO Systems	**255**	**512,952**	**630**	**1,386,000**	**450**	**1,309,500**	**	**	**	**
SOFTWARE										
AUDIO										
Blank Audiocassettes	**268,500**	**451,080**	**266,168**	**569,600**	**260,969**	**584,571**	**251,855**	**586,822**	**236,344**	**562,499**

*Category not broken out separately **Category not reported †All units include stereo radio ‡Includes changer ‡‡Excludes personal headphone type

Products	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)	1982 Number Shipped (000)	1982 Retail Value ($000)
SOFTWARE *Continued*										
VIDEO										
Blank Videotape, Total	**192,655**	**1,106,101**	**156,088**	**1,132,481**	**98,353**	**924,891**	**61,690**	**725,204**	**38,423**	**551,931**
Beta	29,024	170,369	27,897	209,506	25,392	224,465	15,870	175,364	12,207	158,691
VHS	162,631	923,742	128,191	922,975	72,961	700,426	45,820	549,840	26,216	393,240
8mm	1,000	11,990	**	**	**	**	**	**	**	**
Prerecorded Videotape, Total	**65,441**	**2,415,718**	**43,100**	**1,913,259**	**19,690**	**962,970**	**9,606**	**520,655**	**6,510**	**407,218**
Beta	6,707	246,229	7,430	300,618	4,922	221,224	2,633	131,492	1,960	113,288
VHS	58,234	2,160,489	35,670	1,612,641	14,768	741,746	6,973	389,163	4,550	293,930
8mm	500	9,000	**	**	**	**	**	**	**	**
Videodiscs, Laser	**10,040**	**325,999**	**7,200**	**	**6,000**	**	**5,368**	**	**3,745**	**
COMPUTER										
Blank Floppy Disks	**425,000**	**680,000**	**205,063**	**	**241,250**	**	**193,000**	**	**119,000**	**
Home Computer Software	**18,175**	**494,667**	**	**	**	**	**	**	**	**
TELEPHONE EQUIPMENT										
Corded Telephones	**23,768**	**1,006,083**	**22,403**	**982,676**	**22,930**	**894,437**	**15,058**	**1,167,591**	**5,521**	**471,939**
Cordless Telephones	**4,279**	**410,337**	**4,076**	**380,046**	**5,500**	**598,400**	**4,488**	**610,368**	**987**	**167,790**
Telephone Answering Equipment, Total	**4,856**	**535,020**	**3,306**	**371,165**	**2,628**	**298,015**	**2,094**	**263,844**	**868**	**131,936**
Telephone Answering Devices	3,584	370,555	3,306	371,165	2,628	298,015	2,094	263,844	868	131,936
Integrated Systems	1,272	164,465	*	*	*	*	*	*	*	*
VIDEO										
B&W TV, Total	**3,730**	**363,626**	**3,745**	**367,497**	**5,068**	**518,048**	**5,761**	**613,623**	**5,750**	**625,784**
Color TV, Total	**18,855**	**7,632,194**	**16,894**	**7,250,265**	**15,946**	**7,296,520**	**13,939**	**6,695,209**	**11,377**	**5,640,732**
Portable LCD	1,500	373,500	*	*	*	*	*	*	*	*
Portable (Non-LCD) & Table	14,652	5,494,313	13,904	5,305,210	12,936	5,239,727	11,131	4,696,503	8,928	3,883,501
Console & Combo	2,703	1,763,381	2,990	1,945,055	3,010	2,056,793	2,808	1,998,706	2,449	1,757,231
Projection TV	**315**	**663,910**	**261**	**436,922**	**192**	**346,725**	**142**	**284,924**	**117**	**277,242**
Monitor/Receiver, Color	**500**	**249,500**	**	**	**	**	**	**	**	**
Videocassette Recorders	**12,685**	**5,067,458**	**11,912**	**	**7,143**	**3,443,679**	**4,020**	**2,302,662**	**2,030**	**1,343,000**
Camcorders	**1,090**	**1,213,336**	*	**	*	*	*	*	*	*
Video Cameras	**181**	**118,284**	**402**	**266,309**	**484**	**380,347**	**410**	**357,992**	**284**	**265,443**
Video Cassette Players	**150**	**	**	**	**	**	**	**	**	**
Videodisc Players	**125**	**24,875**	**179**	**51,015**	**188**	**54,492**	**312**	**106,392**	**240**	**93,000**

IMPORTS/EXPORTS

IMPORTS HOME ELECTRONICS

Products	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)	1982 Number Shipped (000)	1982 Retail Value ($000)
VIDEO										
Antennas, TV	4,412	6,427	6,532	8,525	8,855	12,536	10,615	11,194	13,816	15,678
B&W TV (10" & under)	2,934	145,794	1,589	85,801	1,431	96,280	674	48,584	752	54,357
B&W TV (11-17")	2,332	93,161	2,511	115,292	3,788	170,128	3,772	175,705	3,843	206,054
B&W TV (18" & over)	48	11,756	88	14,112	121	16,978	203	21,496	142	15,435
Color TV (10" & under)	616	85,297	740	110,765	566	89,547	431	69,264	371	66,714
Color TV (11-17")	4,039	510,425	2,776	383,067	3,091	451,155	2,316	339,622	1,031	202,875
Color TV (18" & over)	4,792	780,213	4,630	471,368	2,711	482,038	2,017	339,563	746	214,122
TV, TOTAL	**14,761**	**1,626,646**	**12,334**	**1,180,405**	**11,714**	**1,306,726**	**9,413**	**999,234**	**6,885**	**759,557**
Videotape Recorders	18,216	4,543,425	16,765	4,304,000	9,387	2,862,407	4,765	1,615,473	2,469	1,047,910
Home Video Camera, B&W	233	77,535	196	52,044	119	38,503	80	21,139	84	17,255
Home Video Camera, Color	303	241,916	690	367,384	730	395,429	398	228,081	403	229,232
Picture Tubes, B&W	573	26,400	648	19,324	435	16,957	337	9,105	889	13,175
Picture Tubes, Color	2,322	105,908	1,711	84,675	793	46,466	674	38,640	627	38,602
AUDIO										
Antennas, CB	1,019	5,702	696	3,102	632	3,315	843	4,136	754	3,040
Antennas, Radio	11,563	63,465	9,844	46,182	9,745	52,203	10,668	36,448	9,399	29,224
Loudspeakers	71,165	391,394	64,257	365,889	44,290	278,226	57,693	222,658	69,335	231,608
Microphones	5,924	34,596	2,175	26,925	2,249	25,240	4,444	20,166	5,651	21,552
Audio Frequency/Electric Amplifiers	4,384	248,356	4,519	263,473	3,628	188,879	4,697	155,950	5,562	145,387
Headphone/Electric Sound Amplifier Sets	25,682	104,697	26,395	101,976	30,199	119,357	16,363	67,939	13,023	44,324

*Category not broken out separately **Category not reported †All units include stereo radio ‡Includes changer ‡‡Excludes personal headphone type

Products	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)	1983 Number Shipped (000)	1983 Retail Value ($000)	1982 Number Shipped (000)	1982 Retail Value ($000)
AUDIO (Continued)										
Auto Transistor Radios	2,826	183,406	2,941	208,783	539	30,665	1,986	109,975	1,834	98,145
Clock Transistor Radios	13,996	138,661	13,031	156,914	15,571	196,932	12,121	163,791	8,433	115,004
AM Transistor Radios (Not Battery-Operated)	532	26,619	695	28,706	867	15,195	612	13,250	606	21,931
AM Transistor Radios (Battery-Operated)	3,073	10,006	4,854	25,238	5,784	30,328	4,530	14,497	4,647	16,229
FM AM/FM Multiband Transistor Radios (Not Battery-Operated)	2,656	172,715	3,358	190,007	3,007	192,642	2,467	174,260	2,150	167,914
FM AM/FM Multiband Transistor Radios (Battery Operated)	20,199	184,986	22,277	205,154	23,657	230,516	18,908	201,631	17,708	222,143
RADIOS, TOTAL	**43,282**	**716,393**	**47,156**	**814,802**	**49,425**	**686,278**	**40,624**	**677,404**	**35,578**	**641,366**
Radio/Phono Combos (including Consoles)	46	7,942	56	3,668	49	2,334	46	2,242	42	1,363
Radio/Phono/Tape Player Combos (Tape Player Trimode)	1,132	74,611	1,795	118,272	420	29,611	338	23,547	303	25,857
Automatic Record Changer	15	2,837	285	14,305	175	3,500	390	4,889	1,212	19,123
Stereo Phonos	51	4,306	354	19,653	247	14,990	105	9,024	96	8,503
Automatic Turntables	1,446	67,176	1,380	74,248	861	48,343	715	40,286	672	43,017
Turntables, Other	1,195	66,747	2,620	233,805	2,002	152,183	1,838	96,596	1,554	72,967
Compact Disc Players	3,266	408,134	*	*	*	*	*	*	*	*
Transceivers/CB	1,192	40,507	1,461	48,248	1,151	41,668	864	31,498	1,359	50,877
Tape Players, Auto	2,491	98,290	2,240	64,375	2,632	69,504	3,168	70,286	2,561	66,746
Tape Players, Other	5,038	76,968	5,918	106,134	6,155	112,734	4,394	89,836	3,741	118,085
Tape Recorders, Stereo (Cassette/Cartridge)	1,289	122,111	2,389	170,406	2,174	169,645	2,757	202,145	2,313	184,250
Tape Recorders, Stereo (Open Reel)	28	15,529	54	10,035	46	7,856	71	10,263	94	17,194
Tape Recorders, Mono (Cassette/Cartridge)	574	31,985	1,030	39,918	1,812	63,529	1,740	62,061	931	52,647
Tape Recorders, Mono (Open Reel)	15	3,953	18	4,999	23	10,311	16	6,958	31	10,114
Tape Recorders, Battery (Cassette/Cartridge)	2,756	94,484	2,750	111,277	3,891	133,474	4,621	124,280	6,323	154,662
Tape Recorders, Battery (Open Reel)	52	22,406	74	20,161	56	16,490	57	14,381	169	13,733
Radio-Tape Recorder Combos	9,539	327,337	17,393	704,773	15,474	680,987	11,260	533,633	10,491	535,425
Radio-Tape Player Combos	25,079	1,342,462	25,909	1,346,305	20,414	1,029,316	13,478	664,854	10,375	525,852
TAPE RECORDERS/PLAYERS, TOTAL	**46,861**	**2,135,525**	**57,775**	**2,578,383**	**52,677**	**2,293,906**	**41,562**	**1,778,697**	**36,999**	**1,678,708**
EXPORTS HOME ELECTRONICS										
Radios	1,562	96,239	1,251	84,867	1,300	106,953	1,021	85,094	1,171	83,240
TV, B&W	77	10,947	115	12,700	79	8,044	52	6,770	138	16,634
TV, Color	357	116,955	273	88,003	267	92,632	237	83,804	382	139,334
TV, Chassis & Kits	3,198	85,053		85,466	3,556	95,539	3,173	96,331		64,610
TV, TOTAL	**3,632**	**212,955**	**3,425**	**186,169**	**3,902**	**196,215**	**3,462**	**186,905**	**2,361**	**220,578**
Tape Recorders & Players	91	10,691	42	11,375	52	10,835	27	10,240	109	18,188

* Not broken out separately ** Dollars paid by importers excluding duty, freight, insurance, etc. SOURCE: U.S. Dept. of Commerce Bureau of the Census

ELECTRONICS HIGHLIGHTS

AUDIO/HIFI

Hifi component sales by type of outlet

	% of shipments 1986	% of shipments 1985	% change in units shipped 1986/85
Appliance/TV Store	18.1	9.8	+129.1
Audio/Hifi Specialty Store	34.4	37.8	+12.9
Catalog Showroom	5.5	6.5	+ 4.9
Catalog Store/Mail Order	8.8	13.2	−17.3
Department Store	8.9	9.8	+12.6
Discount Store	4.6	7.2	−20.8
Electronics Specialty Store	14.1	9.5	+84.1
Hifi Salon	4.3	5.5	− 3.0
Other	1.3	0.7	+130.3
Total	100.0	100.0	+24.0

Based on 10,914,000 units for '86 and 8,800,000 for '85

Portable tape equipment sales by type of outlet

	% of shipments 1986	% of shipments 1985	% change in units shipped 1986/85
Appliance/TV Store	13.9	17.5	−12.9
Audio/Hifi Specialty Store	9.0	8.0	+23.4
Catalog Showroom	6.4	13.5	−48.0
Catalog Store/Mail Order	12.4	14.5	− 6.2
Department Store	10.0	11.0	− 0.3
Discount Store	40.8	25.0	+79.0
Drug Store	4.1	5.5	−18.2
Grocery Supermarket	0.7	—	—
Home Shopping Network	0.5	—	—
Price Club	1.0	—	—
Wholesale Club	0.5	—	—
Other	0.7	5.0	−84.6
Total	100.0	100.0	+ 9.7

Based on 30,635,000 units for '86 and 27,934,000 for '85

Radio sales by type of outlet

	% of shipments 1986	% of shipments 1985	% change in units shipped 1986/85
Appliance/TV Store	12.7	12.0	+16.5
Audio/Hifi Specialty Store	8.0	8.0	+10.1
Catalog Showroom	16.8	17.4	+ 6.3
Catalog Store/Mail Order	13.6	13.6	+10.1
Department Store	5.7	6.4	− 1.9
Discount Store	32.1	32.8	+ 7.8
Drug Store	5.3	5.4	+ 8.1
Furniture Store	0.6	0.6	+10.1
Home Shopping Network	0.8	—	—
Jewelry Store	0.6	0.6	−10.1
Wholesale Club	1.5	—	—
Other	2.3	3.2	−20.9
Total	100.0	100.0	+10.1

Based on 30,312,000 units for '86 and 27,528,000 for '85

MOBILE ELECTRONICS

Autosound

Based on 21,625,000 for '86 and 22,023,000 for '85

Autosound shipments by price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $50	5.9	2.6	+122.8
$50 - $89	9.3	13.0	−29.8
$90 - $129	37.6	25.0	+47.7
$130 - $179	25.9	30.6	−16.9
$180 - $249	12.3	13.4	− 9.9
$250 - $349	5.7	10.4	−46.2
$350 or more	3.3	5.0	−35.2
Total	100.0	100.0	− 1.8

Autosound aftermarket sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	2.8	3.8	−27.6
Audio/Hifi Specialty Store	9.4	20.9	−55.8
Automotive Chain Store	16.8	11.8	+39.8
Car Stereo Specialist	33.7	19.9	+66.3
Catalog Showroom	2.8	4.2	−34.5
Catalog Store/Mail Order	2.2	10.2	−78.8
Department Store	1.0	3.2	−69.3
Discount Store	12.8	10.4	+20.9
Electronics Specialty Store	15.6	9.0	+70.2
New Car Dealer	1.0	5.6	+82.5
Price Club	1.2	—	—
Wholesale Club	0.4	—	—
Other	0.3	1.0	−70.5
Total	100.0	100.0	− 1.8

Radar Detectors

Radar detector sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	3.0	3.0	+37.6
Automotive Supply Store	12.0	19.0	−13.1
Catalog Showroom	16.3	17.0	+31.9
Catalog Store/Mail Order	13.0	11.0	+62.6
CB Specialty Store	5.0	4.0	+72.0
Department Store	5.3	5.5	+32.6
Discount Store	12.0	13.0	+27.0
Electronics Specialty Store	8.7	10.0	+19.7
Home Shopping Network	1.7	—	—
Price Club	1.0	—	—
Truck Stop	14.5	14.0	+42.5
Wholesale Club	1.7	—	—
Other	5.8	3.5	+128.0
Total	100.0	100.0	+37.6

Based on 1,688,000 units for '86 and 1,227,000 for '85

SATELLITE EARTH STATIONS

Complete TVRO system sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	18.9	18.6	−58.9
Audio/Hifi Specialty Store	1.5	1.7	−64.3
Catalog Showroom	1.5	1.7	−64.3
Catalog Store/Mail Order	1.4	1.5	−62.2
Department Store	2.7	2.6	−58.0
Discount Store	5.4	3.5	−37.6
Electronics Specialty Store	2.9	3.6	−67.4
Specialty Satellite Earth Station Dealer	62.9	65.8	−61.3
Other	2.8	1.0	+13.3
Total	100.0	100.0	−59.5

Based on 255,000 units for '86 and 630,000 for '85

HOME OFFICE

Home Computers

Based on 3,075,000 units for '86 and 4,025,000 for '85

Home computer shipments by price range

	% of shipments		% change in units shipped
	1986	1985	1986/85
Under $500	23.7	38.7	−53.2
$500 - $799	15.0	12.0	− 4.5
$800 - $999	19.3	13.7	+ 7.6
$1,000 - $1,499	20.0	19.0	−19.6
$1,500 - $1,999	11.0	4.0	+110.1
$2,000 - $2,999	11.0	12.6	−33.3
Total	100.0	100.0	−23.6

Home computer sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	3.3	3.0	−16.0
Audio/Hifi Specialty Store	4.7	5.0	−28.2
Catalog Showroom	4.0	4.0	−23.6
Catalog Store/Mail Order	7.7	8.0	−26.5
Computer Specialty Store	42.3	42.0	−23.1
Department Store	7.4	7.3	−22.6
Discount Store	7.9	7.7	−21.6
Electronics Specialty Store	16.1	16.3	−24.5
Hobby/Toy Shop	3.3	4.0	−37.0
Home Shopping Network	0.7	—	—
Office Supplies Store	1.5	2.7	−57.6
Wholesale Club	1.1	—	—
Other	0.0	0.0	—
Total	100.0	100.0	−23.6

Calculators

Calculator sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	1.5	2.0	−29.2
Book Store	1.5	2.0	−29.2
Catalog Showroom	8.5	12.5	−35.8
Catalog Store/Mail Order	19.5	20.5	−10.2
Department Store	4.3	7.5	−45.9
Discount Store	35.0	36.0	− 8.2
Drug Store	3.0	6.0	−52.8
Electronics Specialty Store	11.0	6.0	+73.1
Office Supplies Store	7.5	7.0	+ 1.2
Wholesale Club	8.0	—	—
Other	0.2	0.5	−62.2
Total	100.0	100.0	− 5.6

Based on 31,318,000 units for '86 and 33,166,000 for '85

Electronic Typewriters

Electronic typewriter sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	3.2	3.2	+139.8
Audio/Hifi Specialty Store	2.2	2.2	+139.8
Catalog Showroom	26.5	30.0	+111.8
Catalog Store/Mail Order	17.8	18.5	+130.7
Department Store	7.0	10.8	+ 55.4
Discount Store	21.5	19.0	+171.3
Electronics Specialty Store	3.0	3.3	+118.0
Home Shopping Network	2.5	0.8	+649.3
Office Machines Store	5.0	5.0	+139.8
Wholesale Club	9.3	5.2	+328.8
Other	2.0	2.0	+139.8
Total	100.0	100.0	+139.8

Based on 2,038,000 units for '86 and 850,000 for '85

ELECTRONICS FURNITURE

Electronics furniture sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	15.5	22.5	−24.5
Audio/Hifi Specialty Store	18.1	10.3	+92.5
Catalog Showroom	7.6	12.8	−35.0
Catalog Store/Mail Order	5.7	9.2	−32.1
Department Store	24.7	19.2	+40.9
Computer Specialty Store	0.7	1.0	−23.3
Discount Store	13.7	4.2	+257.3
Electronics Specialty Store	6.8	10.5	−29.1
Furniture Store	2.7	3.0	− 1.4
Microwave Oven Specialty Store	1.3	1.8	−20.9
Video Specialty Store	3.2	5.5	−36.3
Other	0.0	0.0	—
Total	100.0	100.0	+ 9.5

Based on 6,857,000 units for '86 and 6,260,000 for '85

TELEPHONE EQUIPMENT

Telephone sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	5.8	6.0	+ 2.4
Audio/Hifi Specialty Store	4.5	5.5	−13.3
Catalog Showroom	14.0	13.0	+14.1
Catalog Store/Mail Order	9.8	12.5	−17.0
Department Store	14.3	15.0	+ 1.0
Discount Store	24.0	26.0	− 2.2
Drug Store	0.7	—	—
Electronics Specialty Store	11.0	7.0	+66.4
Grocery Supermarket	0.5	—	—
Home Shopping Network	0.5	—	—
Phone Specialist	11.0	12.0	− 2.9
Wholesale Club	1.7	—	—
Other	2.2	3.0	−22.3
Total	100.0	100.0	+ 5.9

Based on 28,047,000 units for '86 and 26,479,000 for '85

Telephone answering equipment sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	4.2	4.0	+54.2
Audio/Hifi Specialty Store	4.8	5.7	+23.7
Catalog Showroom	15.0	15.0	+46.9
Catalog Store/Mail Order	8.9	10.7	+22.2
Department Store	15.5	16.7	+36.3
Discount Store	22.2	22.6	+44.3
Drug Store	0.7	—	—
Electronics Specialty Store	13.2	11.0	+76.3
Grocery Supermarket	0.5	—	—
Home Shopping Network	0.7	—	—
Office Supplies Store	3.0	3.0	+46.9
Phone Specialist	7.8	8.0	+43.2
Wholesale Club	1.8	—	—
Other	1.7	3.3	−24.3
Total	100.0	100.0	+46.9

Based on 4,856,000 units for '86 and 3,306,000 for '85

Corded telephone shipments by type

	% of shipments		% change in units shipped
	1986	1985	1986/85
Standard	45.7	55.4	− 12.5
One-Piece	9.6	17.6	− 42.1
Decorator	12.0	10.3	+ 23.6
Full-Featured	32.7	16.7	+107.7
Total	100.0	100.0	+ 6.1

Based on 23,768,000 units for '86 and 22,403,000 for '85

SOFTWARE

Audio

Based on 268,500,000 units for '86 and 266,168,000 for '85

Blank audiocassette sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	6.7	8.2	– 17.6
Audio/Hifi Specialty Store	9.3	12.0	– 21.8
Camera Store	1.1	1.4	– 20.7
Catalog Showroom	2.9	3.6	– 18.7
Catalog Store/Mail Order	2.3	2.8	– 17.1
Convenience Store	1.2	—	—
Department Store	4.7	6.2	– 23.5
Discount Store	32.9	28.8	+ 15.2
Drug Store	5.9	5.8	+ 2.6
Electronics Specialty Store	9.5	10.6	– 9.6
Grocery Supermarket	4.0	—	—
Record Store	12.8	9.4	+ 37.4
Other	6.7	11.2	– 39.7
Total	100.0	100.0	+ 0.9

Blank audiocassette shipments by type

	% of shipments		% change in units shipped
	1986	1985	1986/85
Premium (high-coercivity ferrite, cobalt ferrite, etc.)	54.9	58.5	– 5.3
Promotional	45.1	41.5	+ 9.6
Total	100.0	100.0	+ 0.9

Video

Blank videotape sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	11.0	16.2	–.16.2
Audio/Hifi Specialty Store	7.5	9.8	– 5.5
Camera Store	3.5	4.0	+ 8.0
Catalog Showroom	5.0	4.6	+ 34.2
Catalog Store/Mail Order	3.5	5.8	– 25.5
Convenience Store	1.3	—	—
Department Store	5.0	5.0	+ 23.4
Discount Store	35.0	29.8	+ 45.0
Drug Store	5.0	—	—
Film Processors	1.3	2.4	– 33.1
Grocery Supermarket	5.0	—	—
Prerecorded Video Specialist	5.7	11.2	– 37.2
Record Store	6.0	6.2	+ 19.4
Other	5.2	5.0	+ 28.4
Total	100.0	100.0	+ 23.4

Based on 192,655,000 units for '86 and 156,088,000 for '85

Prerecorded videotape sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	3.5	5.0	+ 6.3
Audio/Hifi Specialty Store	1.5	1.0	+ 127.8
Bookstore	7.8	—	—
Camera Store	0.8	1.0	+ 21.5
Catalog Showroom	1.2	1.0	+ 82.2
Catalog Store/Mail Order	7.7	4.0	+ 192.3
Convenience Store	3.0	—	—
Department Store	3.8	1.0	+ 477.0
Discount Store	18.2	7.0	+ 294.8
Drug Store	2.0	—	—
Grocery Supermarket	3.2	—	—
Record Store	5.8	8.0	+ 10.1
Video Specialty Store (VSDA)	41.5	70.0	– 10.0
Other	0.0	2.0	– 100.0
Total	100.0	100.0	+ 51.8

Based on 65,441,000 units for '86 and 43,100,000 for '85

Blank VHS videotape shipments by grade

	% of shipments		% change in units shipped
	1986	1985	1986/85
Standard	91.5	94.9	+ 22.3
High-grade	8.5	5.1	+ 111.4
Total	100.0	100.0	+ 26.9

Based on 162,631,000 units for '86 and 128,191,000 for '85

Blank Beta videotape shipments by grade

	% of shipments		% change in units shipped
	1986	1985	1986/85
Standard	91.7	95.6	– 0.2
High-grade	8.3	4.4	+ 96.3
Total	100.0	100.0	+ 4.0

Based on 29,024,000 units for '86 and 27,897,000 for '85

Videodisc sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	10.0	30.0	– 53.5
Audio/Hifi Specialty Store	30.0	30.0	+ 39.4
Bookstore	3.0	—	—
Department Store	8.0	—	—
Record Store	37.5	30.0	+ 74.3
Video Specialty Store (VSDA)	11.5	10.0	+ 60.4
Other	0.0	0.0	—
Total	100.0	100.0	+ 39.4

Based on 10,040,000 units for '86 and 7,200,000 for '85

Prerecorded videotape shipments by type

	% of shipments		% change in units shipped
	1986	1985	1986/85
X-Rated	5.0	8.6	– 11.7
Original Programming	1.8	2.5	+ 9.3
General Interest		88.9	+ 59.2
Movies	59.7	*	
Childrens	9.0	*	
Classical	12.0	*	
Documentaries	0.6	*	
Exercise	4.3	*	
How-To	2.7	*	
Music	3.1	*	
Sports	1.0	*	
Travel	0.8	*	
Total	100.0	100.0	+ 51.8

Based on 65,441,000 units for '86 and 43,100,000 for '85
*** Not broken out separately**

VIDEO

Color TV

Color TV shipments by control type

	% of shipments		% change in units shipped
	1986	1985	1986/85
With Remote Control	57.7	48.8	+ 32.0
Without Remote Control	42.3	51.2	– 7.8
Total	100.0	100.0	+ 11.6

Color TV shipments by cable compatibility

	% of shipments		% change in units shipped
	1986	1985	1986/85
Cable Compatible	70.0	63.8	+ 22.5
Non-Cable Compatible	30.0	36.2	– 7.5
Total	100.0	100.0	+ 11.6

Console color TV sales by furniture style

	% of shipments		% change in units shipped
	1986	1985	1986/85
Early American	21.2	21.2	– 9.6
French Provincial	2.0	2.0	– 9.6
Mediterranean	26.2	26.2	– 9.6
Modern (Contemporary)	46.4	46.4	– 9.6
Other	4.2	4.2	– 9.6
Total	100.0	100.0	– 9.6

Based on 2,703,000 units for '86 and 2,990,000 for '85

Color TV sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	38.2	44.0	– 3.0
Audio/Video Specialty Store	8.6	—	—
Catalog Showroom	2.1	2.0	+ 17.2
Catalog Store/Mail Order	10.1	13.4	– 15.9
Department Store	13.8	13.2	+ 16.7
Discount Store	13.2	11.4	+ 29.2
Drug Store	0.3	—	—
Furniture Store	4.0	5.8	– 23.0
Grocery Supermarket	0.1	—	—
Home Shopping Network	0.2	—	—
Price Club	0.3	—	—
Video Specialty Store (VSDA)	4.2	6.4	– 26.8
Wholesale Club	1.7	—	—
Other	3.2	3.8	– 6.0
Total	100.0	100.0	+ 11.6

Based on 18,855,000 units for '86 and 16,894,000 for '85

Console and combo color TV shipments by screen size

	% of shipments		% change in units shipped
	1986	1985	1986/85
25 inch & under	82.0	98.2	– 24.5
26 inch & over	18.0	1.8	+ 804.0
Total	100.0	100.0	– 9.6

Based on 2,703,000 units for '86 and 2,990,000 for '85

Portable and table color TV shipments by screen size

	% of shipments		% change in units shipped
	1986	1985	1986/85
8 inch & under	2.2	2.4	+ 6.5
9-12 inch	4.1	5.0	– 4.7
13-14 inch	25.3	28.4	+ 3.5
15-18 inch	0.3	0.7	– 50.2
19 inch	40.0	39.2	+ 18.5
20-24 inch	13.0	11.3	+ 33.6
25 inch	7.2	6.2	+ 34.9
26 inch & over	7.9	6.8	+ 35.0
Total	100.0	100.0	+ 16.2

Based on 16,152,000 units for '86 and 13,904,000 for '85

Black & White TV

Based on 3,730,000 units for '86 and 3,745,000 for '85

B&W TV sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	21.6	21.6	– 0.4
Catalog Showroom	6.2	6.2	– 0.4
Catalog Store/Mail Order	20.2	20.2	– 0.4
Department Store	14.6	14.6	– 0.4
Discount Store	32.2	32.2	– 0.4
Furniture Store	1.2	1.2	– 0.4
Other	4.0	4.0	– 0.4
Total	100.0	100.0	– 0.4

B&W TV shipments by screen size

	% of shipments		% change in units shipped
	1986	1985	1986/85
10 inch & under	55.5	40.1	+ 37.8
Over 11 inch	44.5	59.9	– 26.0
Total	100.0	100.0	– 0.4

B&W TV shipments by power source

	% of shipments		% change in units shipped
	1986	1985	1986/85
Battery-powered	44.2	40.3	+ 9.2
Non-battery-powered	55.8	59.7	– 6.9
Total	100.0	100.0	– 0.4

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65TH STATISTICAL REPORT

VIDEO (Continued)

Videocassette Recorders

Based on 12,685,000 units for '86 and 11,612,000 for '85

VCR sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	19.1	32.3	– 35.4
Audio/Hifi Specialty Store	17.9	13.7	+ 42.7
Catalog Showroom	3.4	2.7	+ 37.6
Catalog Store/Mail Order	9.0	12.0	– 18.1
Department Store	10.9	7.7	+ 54.6
Discount Store	13.9	11.3	+ 34.4
Drug Store	1.5	—	—
Grocery Supermarket	1.5	—	—
Home Shopping Network	1.5	—	—
Price Club	1.5	—	—
Video Specialty Store	11.9	17.8	– 27.0
Wholesale Club	2.0	—	—
Other	5.9	2.5	+ 157.8
Total	100.0	100.0	+ 9.2

VCR shipments by format

	% of shipments		% change in units shipped
	1986	1985	1986/85
Beta	9.5	12.4	– 16.3
VHS	90.0	87.6	+ 12.2
8mm	0.5	—	—
Total	100.0	100.0	+ 9.2

VCR shipments by portability

	% of shipments		% change in units shipped
	1986	1985	1986/85
Portable	2.7	8.1	– 63.6
Tabletop	97.3	91.9	+ 15.7
Total	100.0	100.0	+ 9.2

Projection TV

Projection TV sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	36.1	22.1	+ 97.1
Audio/Hifi Specialty Store	13.6	23.0	– 28.6
Catalog Showroom	0.7	1.3	– 35.0
Catalog Store/Mail Order	2.0	2.0	+ 20.7
Department Store	10.7	9.0	+ 43.5
Discount Store	1.4	2.8	– 39.7
Furniture Store	1.2	2.5	– 42.1
Video Specialty Store	32.9	35.8	+ 10.9
Other	1.4	1.5	+ 12.6
Total	100.0	100.0	+ 20.7

Based on 315,000 for '86 and 261,000 for '85

VIDEO GAMES

Video game hardware sales by type of outlet

	% of shipments		% change in units shipped
	1986	1985	1986/85
Appliance/TV Store	2.7	3.2	+ 114.9
Audio/Hifi Specialty Store	4.3	3.2	+ 242.3
Catalog Showroom	11.1	9.1	+ 210.7
Catalog Store/Mail Order	9.1	8.6	+ 169.6
Department Store	2.3	4.0	+ 46.5
Discount Store	5.3	14.3	– 5.6
Drug Store	2.7	3.0	+ 129.3
Electronics Specialty Store	4.8	3.3	+ 270.5
Hobby/Toy Store	55.5	49.3	+ 186.8
Video Specialty Store	2.2	2.0	+ 180.2
Other	0.0	0.0	—
Total	100.0	100.0	+ 154.7

Based on 2,336,000 units for '86 and 917,000 for '85

Shimozato *Bennett*

Mitsubishi Electric Sales America names three staff members to its new Akai Division. **T. Don Shimozato** appointed VP and general manager, **Gary Bennett** is named VP of sales and **Jeffrey Saake** becomes national marketing manager.

Sony Corp. names **Shinichi Takagi** president, consumer video products div. **James Raphael** becomes midwest regional manager for Sony Magnetic Products Co.

Uniden Corp. of America appoints **John Okazaki** president and names **Samuel Nichols** corporate VP of sales. **Hiroyasu Kunieda** named president of Uniden Corp. of Japan, succeeding **Hidero Fujimoto** who becomes chairman of the Uniden Group.

Nigel Andrews named General Electric's VP of business development and planning. He succeeds **Michael Carpenter** who was recently named executive VP at General Electric Credit Corp.

Cobra promotes **Michael Farland** to special markets manager and **Bill Howells** to western regional manager.

Tom Anderson appointed national sales and marketing manager of Sunkyong's audio tape div.

Denon America names **Joe Kozlowski** to the newly-created position of national sales manager, compact disc software div.

Marvin Squire named VP of marketing, Sega of America; **Nick Vergis** becomes national sales director.

Panasonic promotes **Rusty Bennett** to assistant general manager of the sales support div./consumer electronics group. **Gary Bailer** becomes group marketing manager, peripherals for the Panasonic office automation group computer products div.

Fred Aclander joins Sharp Electronics Corp.'s consumer video div. as marketing manager of color TV.

Gary McGriff becomes marketing manger for Heath Zenith Consumer Electronics Corp., a subsidiary of Zenith Electronics Corp.

Flynn *Aclander*

BASF names **Bill Flynn** director of audio/video marketing.

Boston Acoustics appoints **Richard Frank** director of marketing and **Fred Pinkerton** national sales manager.

Jack Debiasio named manager of product planning at Clarion Corp. of America.

Shure Brothers, Inc. appoints **Duncan Kennedy** marketing manager.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
December 1986 vs. December 1985
(In Units)

	December 1986	December 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,881,074	1,677,968	+12.1	18,204,156	16,995,667	+ 7.1
Monochrome	429,186	462,795	- 7.3	3,958,925	3,753,860	+ 5.5
TOTAL TV*	**2,310,260**	**2,140,763**	**+ 7.9**	**22,163,081**	**20,749,527**	**+ 6.8**
Projection TV	26,546	36,389	-27.0	304,272	265,645	+14.5
Home VCR	1,638,771	1,532,403	+ 6.9	13,174,183	11,853,118	+11.1
Camcorders**	181,278	146,876	+23.4	1,168,768	516,698	+126.2

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

Swanger *Creagan*

Sterling Swanger, senior VP and chief manufacturing officer on Maytag's corporate staff, retires. He will also retire from the board of directors but continue to serve as a consultant. C. **Wayne Creagan**, promoted to head of the newly created diversified products div. which includes Magic Chef air conditioners.

Roper Sales Corp. names **David Rohde** sales and promotional manager and **Kevin Robertson** product manager.

Klaus Nickel becomes VP, consumer goods div., AEG Corp.

Theodore Rosen named president and COO of Raymond Rosen Co., a Philadelphia-based wholesale distributor.

Whirlpool Corp. announces several appointments: **Ed Pollock**, named director, microwave cooking products; **Chuck Proctor**, becomes national director, Whirlpool sales divisions; **Glenn Zerler**, appointed division VP, KitchenAid sales and distribution; and **Dick Herrmann** named division VP, Whirlpool retail marketing.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
December, 1986

	December 1986	December 1985	Percent Change	Calendar Year to Date 1986	Calendar Year to Date 1985	Percent Change
ALL MAJOR APPLIANCES*	**3,608.9**	**2,984.7**	**+20.9**	**45,071.9**	**41,797.2**	**+ 7.8**
COOKING — TOTAL	**1,454.8**	**1,110.1**	**+31.1**	**15,578.2**	**13,820.5**	**+12.7**
Electric Ranges — Total	283.1	255.3	+10.9	3,318.2	3,141.7	+ 5.6
Free Standing	227.4	213.0	+ 6.8	2,720.5	2,567.5	+ 6.0
Built-In	55.6	42.3	+31.4	597 7	574.2	+ 4.1
Microwave Ovens/Ranges**	1,188.3	871.3	+36.4	12,444.4	10,883.0	+14.3
HOME LAUNDRY — TOTAL	**841.3**	**702.2**	**+19.8**	**10,009.3**	**9,192.1**	**+ 8.9**
Automatic Washers	484.7	389.1	+24.6	5,764.6	5,278.6	+ 9.2
Dryers — Total	356.6	313.1	+13.9	4,244.7	3,913.5	+ 8.5
Electric	276.7	244.9	+13.0	3,308.7	3,079.8	+ 7.4
Gas	79.8	68.1	+17.2	936.0	833.7	+12.3
KITCHEN CLEAN UP — TOTAL	**694.2**	**613.3**	**+13.2**	**8,380.9**	**7,857.9**	**+ 6.7**
Disposers	337.6	303.4	+11.3	4,268.6	4,105.3	+ 4.0
Dishwashers — Total	337.5	293.8	+14.9	3,918.2	3,575.4	+ 9.6
Built-In	311.1	267.1	+16.5	3,662.7	3,327.2	+10.1
Portable	26.4	26.7	- 1.1	255.4	248.2	+ 2.9
Compactors	19.1	16.2	+17.9	194.2	177.2	+ 9.6
FOOD PRESERVATION — TOTAL	**506.7**	**472.3**	**+ 7.3**	**7,732.6**	**7,316.4**	**+ 5.7**
Refrigerators	434.3	397.6	+ 9.2	6,510.4	6,080.5	+ 7.1
Freezers — Total	72.4	74.7	- 3.1	1,222.2	1,235.8	- 1.1
Chest	41.6	38.9	+ 6.9	661.1	634.2	+ 4.2
Upright	30.8	35.8	-14.0	561.2	601.6	- 6.7
HOME COMFORT — TOTAL	**112.0**	**86.7**	**+29.2**	**3,370.9**	**3,610.3**	**- 6.6**
Room Air Conditioners	92.4	76.7	+20.5	2,815.7	3,021.9	- 6.8
Dehumidifiers	19.6	10.0	+96.0	555.3	588.4	- 5.6
GAS RANGES***	**182.5**	**157.6**	**+15.8**	**1,961.5**	**1,828.4**	**+ 7.3**

*Numbers do not add because of overlapping product categories.
**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
***Source: GAMA. Not included in cooking total or total shipments.